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ABSTRACT

Techniques for teaching marketing to students of business Spanish are discussed, including an examination and classification of marketing concepts, analysis of the significant and growing United States Hispanic market, and English- and Spanish-language samples of computer-assisted instructional (CAI) materials used in two colleges (Youngstown State University in Ohio and Geneva College in Pennsylvania). The CAI materials include a presentation of marketing terms and case histories with drill and practice. The curriculum treats the foreign language student as a potential businessperson in the international and domestic Hispanic markets and emphasizes the design of marketing programs. Important elements in the progam are an awareness of cultural values and attitudes, and the principle that the desires, needs, and reasonable beliefs of the marketing audience should determine what is offered rather than the reverse. (MSE)

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TEACHING MARKETING IN TODAY'S WORLD

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Today we live in an age of change. Advancing technology is vastly altering our environment and the traditional markets and activities of industry. The marketing function is highly sensitive and adaptive to these radical changes. Marketing is a dynamic force in today's society, through which business enterprise is integrated productively with society's purposes and values.

Our presentation provides bilingual insights into some phases of marketing which has proven beneficial in teaching a business Spanish class.

Our research attempts to increase the student's understanding of marketing. First, we present marketing concepts and a classification. Second, we analyze the U.S. Hispanic market, a subject of interest as more marketers recognize its size and relatively high growth rate, which now numbers about 22 million people and had estimated add expenditures of $224 million dollars.[1]

Third, we include CAI material specifically developed for this presentation, which includes two things: A presentation of marketing terms and case histories with drill and practices.

The material has been presented in existing courses at both Youngstown State University in Ohio and at Geneva College in Pennsylvania. In teaching a commercial Spanish course, the authors deal with the foreign language student as a potential business person. The article tries to provide useful and relevant information and also it hopes to give an understanding of the field of Marketing as it is related to a business course in Spanish.

Our research focuses mainly on Spanish language marketing for domestic and international clients. The Hispanic market has many potential

consumers, more spendable income, and more market impact than ever thought possible. When it comes to Hispanic marketing, one is not dealing simply with a language; one is dealing with a culture.[2]

The Spanish-speaking market comprises both international and the different Hispanic ethnic groups within our society. International marketing refers to the marketing of products and services in more than one country, and there is little doubt that international marketing will advance even more rapidly in the future.[3]

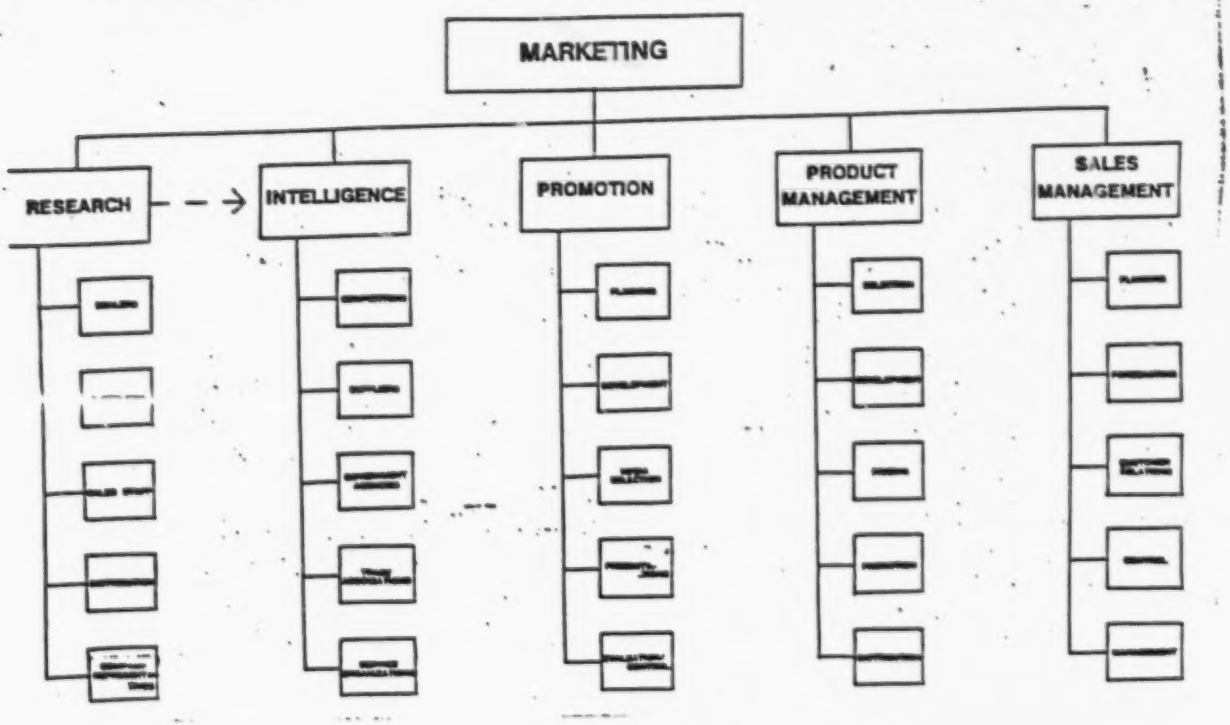
No culture is monolithic and contains within one or more subcultures like the Hispanic culture. Nicandro F. Juarez, of the firm Juarez and Associates, Inc. of Los Angeles, believes that Hispanics comprise a segmented market: "the terms Hispanic and Latino impart a false aura of homogeneity, but some demographic characteristics vary widely between groups." He continues analyzing some of them: income, median age, language preference and others.[4]

The marketer in the United States is extremely interested in these groups, as they often form the basis for distinct market segments which either represent market potential for a specific product in spite of the dominant norms or can act as change agents within their own culture or provide some index of the direction of change within a country.

Our article does not pretend to cover completely the important field of Marketing. However it does provide relevant knowledge about this area in Spanish for both business and nonbusiness persons. First, let us examine the concept of Marketing. This field is extremely complex and is no longer considered just a branch of Business Administration. Marketing covers, besides promotion and advertising, the research of

new concepts, the analysis of information found through research, and the management of products and sales.

The Marketing concept is broken down into five phases: research, intelligence, promotion, product management and sales management.. Let us see the diagram:



One could not be concerned with the management of business enterprises without a deep and direct concern with marketing. Marketing plays a significant role in society: it is a diverse, complex and rapidly changing field. The basis of marketing is the exchange notion and develops out of the fundamental idea that most human behavior is a purposeful quest for want satisfaction.

Marketing is a broad economic subject and has a significant impact on society at large. The marketing concept is the basis of considerable theory and the foundation of many marketing strategies and decisions.[5]

In the United States, the Hispanic market demonstrates the changing cultural values of the American society. Today's marketing must develop a broadened marketing concept which should include the growing Hispanic population. Statistics show that Hispanics constitute the second subculture in the United States. Forecasts predict that they will outnumber blacks before the year 2,000.[6]

International marketing deals with a diversity of unfamiliar problems and must supply a variety of strategies necessary to cope with the different levels of uncertainty encountered in foreign markets. International research, like domestic research, is done to design effective advertising, the difference is language and culture. When marketers examine the Spanish-speaking countries in terms of the proposed products or services, their task should be to adjust marketing strategies and plans to the needs of the culture in which they plan to operate. A thorough understanding of the language and culture of the target market is necessary. That is why in Latin America, Joshua Libresco declares, "communication is more important than almost anywhere in the world.[7]

A sound marketing approach to Hispanics is based on knowing something about their cultural values. Some marketers believe that language and cultural assimilation will absorb Hispanics into the mainstream but Nicandro Juarez says, "the demographic reality probably will be different.. even when they are born here."[8]

In marketing, existing consumer attitudes determine promotional strategies. The marketer must determine desires and offers products and services to satisfy them. How can marketing principles help understand the important Hispanic market? By designing programs with an awareness of cultural values and attitudes, and by letting the desires, needs and reasonable beliefs of the audience determine what is offered, rather than attempt the reverse.

One of the basic cross-cultural differences between Hispanics and other cultures found by Bellenger and Valencia was that Hispanics were "more likely to shop at smaller stores and dislike impersonal stores."[9]

Let us analyze one of the basic tenets of the American work ethic: success equates money. For example, the Spanish-speaking grocer in the New York area, believes that being one's own boss in a familiar neighborhood is more important than money. Pace University economist, Dr. Philip Young, describes their stores: "they sell anything and everything, including Latin specialties (plantain, yams, salted codfish), sandwiches, hardware and toys. Owners greet their customers by name ... Dominicans, Cubans and Puerto Ricans stock their stores with what customers want rather than specializing in merchandise that might strenghten profits. They buy and sell on credit." Dr. Young points out: "For Hispanics, the store is the end, the goal."[10]

The Hispanic supermarket is a warm, friendly place in or near Hispanic neighborhoods, whose owner is after a different kind of success.

An awareness of cultural differences is a pre-requisite to successful marketing operations. The last section of our presentation applies marketing theories to actual marketing situations. Six case histories illustrate the different phases of marketing, to help recognize and understand marketing in action. The cases should help to develop better written and oral communication skills.

Markets are dynamic, only in response to economic change, but also in response to changes in other aspects of the culture as well. Marketers must adjust to these current and anticipated changes in order to predict the dimensions and scope of future market opportunities.

6.

Market research is beginning to see patterns in the statistics about Hispanics in the 80's. Hispanics in the United States now number about 22 million (including about 7.4 million "undocumented" aliens.) They are the second largest minority and by the end of the decade, will be the largest minority in the Country. Cheryl Rusell, research editor of American Demographics sees a continued boom in Hispanic markets, and estimates that they "already have $30 billion in consumer spending power." Their growth, strong family beliefs, and language, make Hispanic groups unique. Rusell adds: "with the potential to grow 40 percent in a decade, with rising education, job status, and income, Hispanics will hold the attention of American businesses for years to come."[11]

Notes

1 Craig Endicott, "Marketing to Hispanics," Advertising (March 19, 1984), M-10. Source. Hispanic Business magazine, Santa Barbara, California.

2 Ed Yardang and Associates, The Spanish Language Market in Simple English. Also see: Jack Honomichl, "How to research U.S. Hispanic market," Advertising Age (January 18, 1982), pp. 22, 24.

3 Philip R. Cateora, International Marketing, 5th ed. (Illinois: Richard D. Irwin, Inc., 1983).

4 Nicandro F. Juarez, "Researcher debunks myths propagated by self-appointed 'Spanish market gurus'," Marketing News (July 6, 1984), p. 4.

5 There are numerous articles and books on marketing theory. See: Jon G. Udell and Gene R. Laczniak, Marketing in an Age of Change (New York: John Wiley & Sons, Inc., 1981); Robert Bartels, The History of Marketing Thought, 2nd ed. (Columbus, Ohio: Grid Publishing, Inc., 1976); Walter B. Wentz, Marketing (St. Paul: West Publishing, Co., 1979); and Shelby D. Hunt, "The Nature and Scope of Marketing," Journal of Marketing 40 (July 1976), pp. 17-28. On International Marketing: Ruel Kahler and Roland L. Kramer, International Marketing, 4th ed. (Cincinnati, Ohio: South-Western Publishing Co., 1977).

6 Creyl Russell, "The News about Hispanics," American Demographics (March, 1983), pp. 14-25.

7 Joshua Libresco, "How to do effective International Marketing Research," Advertising World (December, 1984), pp. 28.

8 Juarez, p. 5.

9 Danny N. Bellenger and Humberto Valencia, "Understanding the Hispanic Market," Business Horizons (May-June, 1982), p. 49.

10 Charlotte Curtiss, "Hard work vs. success," New York Times (March 19, 1985), c12.

11 Russell, p. 25.

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PREFACE

El español en el mundo de los negocios is designed to provide intermediate and advanced students of Spanish with an interesting introduction to business. This program hopes to bring to life the fascinating process of the world of business.

This program is about Spanish in the business world. It has been researched, developed, prepared, and designed to help the student who must live and earn a living in a world influenced by Spanish.

OBJECTIVES

A business Spanish course usually provides students with their first opportunity to examine the nature and characteristics of business as it relates to a foreign language.

Some of the educational objectives that guided the authors were:

-To presente relevant knowledge about different aspects of the business world.

-To provide a useful array of business writing, from simple business forms to complex proposals and translations.

-To increase the student's knowledge in the fundamentals of grammar and punctuation.

-To introduce clear and concise definitions of business terms.

CASO (1)

Orlando y Marisela Martínez, ambos abogados jovenes y alrededor de treinta años han decidido abrir una pequeña tienda de artefactos mexicanos en un barrio de clase media en la ciudad de Dallas. Planean emplear personal a tiempo completo y ayudar ellos mismos durante el fin de semana.

Antes de comenzar este negocio les gustaría investigar el mercado.

Seleccionar la respuesta más appropriada:

1. A los Martínez les gustaría investigar el mercado

   a. hablando con sus amigos
   b. leyendo los periódicos
   c. empleando una encuesta

2. La investigación de acuerdo a los Martínez incluye

   a. su nueva idea
   b. los productos que ellos proveen al consumidor
   c. a y b

3. El consejero de la firma de mercadeo les explica a los Martínez que el propósito de recoger la información es para determinar

   a. sus clientes futuros
   b. que alternativas seran las mejores para obtener los objetivos
   c. su decisión final

4. Los Martínez aprenden que los métodos de recoger datos son

   a. preguntas, observación, encuestas, cuestionarios, y experimentos
   b. preguntas, entrevistas telefónicas y estratégicas del mercado.
   c. preguntas, observación y encuestas.

5. El último paso en el proceso del análisis del mercado para los Martínez es:

   a. exploración de la información.
   b. análisis e interpretación de los datos.
   c. preparación del reporte de la investigación.

CASO (2)

Una pequeña compañía de petroquímicos agrícolas, PEMIX, desea abrir una sucursal en Jalisco, México. La organización piensa que después de analizar la información obtenida a través de la investigación del mercado, la compañía podra comenzar sus operaciones.

CIERTO O FALSO

___1. La compañía debe obtener presupuestos para el costo del proyecto.

___2. La información obtenida debe ser enviada al departamento de ventas.

___3. Los beneficios del proyecto justifican los gastos.

___4. PEMIX debe trabajar y tener una buena relación con las agencias del gobierno mexicano.

___5. PEMIX no tiene que ajustar su estrategia mercantil a las necesidades de la cultura mexicana.

CASO (3)

Una conocida compañía del medioeste de los Estados Unidos, con una amplia lista de correos de programas de computadoras, desea iniciar una promocion de su nueva linea de productos, que identifica importantes segmentos del mercado de los grupos hispánicos en los Estados Unidos. Una encuesta del mercado indica que la publicidad iniciada por los mismos clientes y las reseñas del producto en revistas especializadas en computadoras son factores decisivos cuando los clientes deciden comprar los programas de computadoras.

1. Indicar los cincos pasos en el proceso de promoción:

2. Si una reseña establece la reputación de un programa de computadoras en el mercado, ¿Qué medios informativos una compañía debe seleccionar?

3. ¿Que debe una compañía revisar con respecto a lo que los reseñadores han escrito sobre ellos?

4. La función del mercado, a través de la cual se controla la comunicación entre el vendedor y el posible cliente.

5. Una encuesta indica que los hispanos leen menos periódicos y revistas que otros grupos de la sociedad, pero como promedio miran mas la televisión. ¿Qué revistas se podrían considerar una buena selección en la publicidad de los clientes hispanos?

CASO (4)

Lea los siguientes pronunciamientos y seleccione uno de los siguientes números:

1. Selección
2. Desarrollo
3. Precio
4. Promoción (ventas)
5. Distribución

____1. La administración de la subsidiaria de una importante compañía de frutas en Costa Rica desea saber como mejor distribuir los productos de la compañía.

____2. Los oficiales de una recién formada corporación metalúrgica en la Argentina desean obtener información sobre nueva maquinaria para su planta.

____3. Una importante compañía en Barcelona desea sumitir una solicitud de credito a un banco internacional, para obtener fondos para revisar y mejorar un producto en existencia.

____4. Una compañía alimenticia quiere presentar una línea de comidas "mexicanas" congeladas y quiere que el producto incluya el valor, el costo y la competencia.

____5. Una pequena compañía, que tiene su oficina central en el estado de Illinois en los Estados Unidos, quiere reclutar personal de ventas famjliarizado con la cultura hispana para cubrir el area geografica de Chicago que tiene una gran concentración de población hispana.

CASO (5)

Una bodega en East Lansing, Michigan, con una línea de productos étnicos quiere examinar el volumen de las ventas de varios artículos que no son comestibles, como medicinas, vitaminas, revistas en español, etc) y también desea determinar posibles ventas. Seleccione una de las funciones apropiadas de la administración de ventas.

1. Planificación
2. Pronóstico
3. Relaciones con los clientes
4. Control
5. Administración

1. _____ es esencial en un comercio pequeño.
2. Una de las funciones es evaluar la actuación de las ventas _____
3. _____ es un análisis de las estadísticas de las ventas.
4. _____ de las ventas gira alrededor de controlar los gastos.
5. Esta funcion estudia las necesidades de los clientes _____